

LIKE RIDING A BIKE

Co-creating a cycling environment for 9s to 90s

January 2020

Conference final report and actions

Introduction

The Like Riding a Bike conference took place at Oxford Brookes University on Saturday 7th September 2019. Speakers, workshops, cycle demos, rides and panel discussions combined to explore how we can get people who used to cycle, or have never cycled, onto bikes of many shapes and sizes, and the role of virtual reality cycling.

This document contains the main themes from the day and the actions required from a range of organisations and individuals.

Cycling can lower your risk of dementia and frailty, and decrease the need for social care.

As Sir Muir Gray said, the elixir of life has already been discovered and cycling is part of it, but it is helpful to think about what is actually happening to us.

It is "a really exciting document and extremely comprehensive!"
Anneliese Dodds, MP East Oxford

Ageing by itself is not the problem

One cannot deny there is a process called ageing, a normal biological process, but the problems that occur are due to not to ageing itself but loss of fitness, disease and negative thinking (that is incorrect beliefs about what is happening and pessimistic attitudes as to what is possible).

The turning point even for people who maintain high rates of activity is probably about 40, with Bradley Wiggins being a good example. From then on there is a decline in ability and, the second aspect of reduced fitness, a decline in the ability to respond to challenges. The records of veteran "cyclists" show a decline in peak performance but we can also see that for most people the fitness gap that opens up, namely the gap between the best level of ability possible and the actual ability, is a gap that can be prevented and closed at any age.

For most people, however, the turning point is in their early twenties when they get their first desk job and often when they get their first car, and all too often when they give up sport or cycling because of commuting or various other environmental pressures.

Disease of course is also an increasing issue from forty on. Most diseases are preventable, with activity being one of the main

means of doing that, but even more importantly, there is often an accelerated loss of fitness after the onset of disease. This is partly due to the disease itself, for example with heart disease damaging the heart muscle, but also due to the attitudes of others who think that the onset of disease is an indication for even less activity.

Thus it is often loss of fitness resulting from physical inactivity and isolation that leads to low physical, emotional and cognitive wellbeing and people dropping below what is called "the line" – a serious condition in which the person is no longer able to get to the toilet in time without help. That is the end of the road at home and the start of 'social care'.

So, ageing by itself is not a cause of major problems till the late nineties – we need a new paradigm to understand what is happening to us and what we can do to influence it.

The new paradigm

The new facts of life are:

- the older you are the more activity you need focusing on all four aspects of fitness – strength, stamina, suppleness and skill;
- every long-term condition that is diagnosed indicates the need for a further increase in activity.

The concept of activity therapy is now being introduced in a programme called Moving Medicine funded by Sport England and Public Health England but this requires a major cultural change, not so much on the part of the public but on the part of healthcare professionals, who for the first time are being asked to prescribe walking, cycling and volunteering as well as prescribing optimal medication. This new policy, called social prescribing, needs to be identified and utilised by local cycling groups.

Getting back to cycling

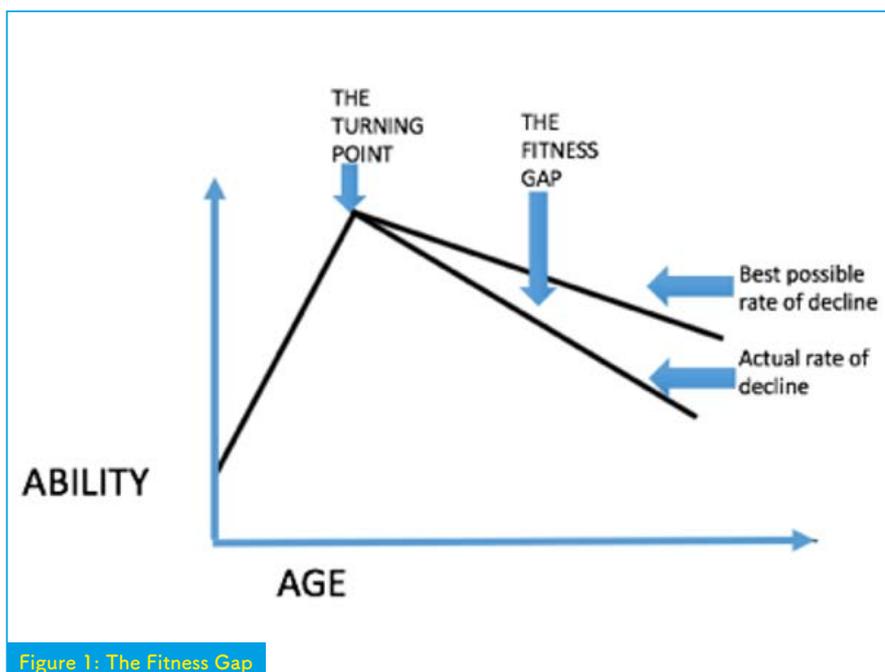
We therefore need to find ways in which we can help people get back on bikes despite the fact that encouraging people to get back on a bike in a car dominated world can be difficult, especially when they have not cycled for thirty years.

We also need to identify people who will never get back on a conventional bike again, e.g. people who are housebound, but who used to cycle and would love to cycle again. They need

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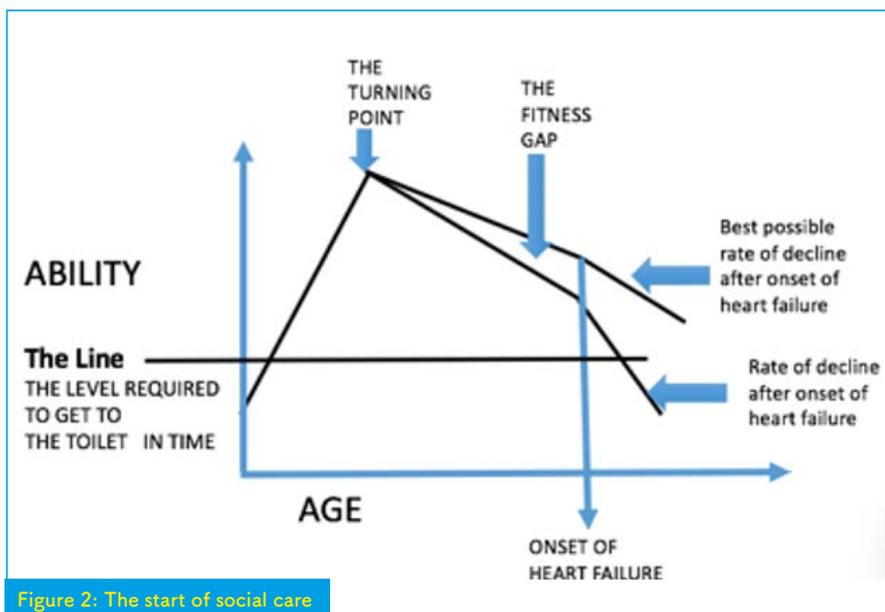
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“It was encouraging to learn that health organisations and the medical world are increasingly recognising the benefits of cycling, and importantly actively supporting its promoting as a treatment. I was unaware before that as people age they should be more active and not less.”

virtual reality cycling that would allow them to get back to cycling, not with the conventional cycle that you would find in a gym, but with a specially designed cycle with a gentle reclining seat that anyone can slide onto. Some care homes are already offering this, but we need to reach people in their own homes as well. This does not mean they would be cycling in isolation. With the software that has been developed for games such as Fortnite it is now easy to develop cycling groups. It would also be easy for those cycling groups to have a social purpose, for example raising money to combat climate change, and indeed for those groups to compete with one another.

So, let's get people back to cycling, and forward to virtual reality cycling.



Moving Medicine:
www.movingmedicine.ac.uk

How can cycling technology help people cycle?

Inclusive cycling

We had two workshops about inclusive cycling.

Positive Spin Cycle training for people with dementia

Positive Spin is an innovative London-based project supporting people living at home as well as those living in care homes and sheltered housing. The project aims to break down any barriers that exist to getting out on a bike. A range of benefits have been noted since the project started in July 2015, including: increasing people's muscle strength, reducing stress and depression and increasing confidence.

This was an interactive workshop exploring the benefits of cycling for people with dementia. Participants developed ideas about how to engage the target group with cycling, the practical delivery including positive risk taking, and evaluating both cycling outcomes and other benefits for people with dementia and their families.

The benefits of the programme, devised around the person with dementia, are for both body and minds, in that the clients get cognitive stimulus by being in a familiar surroundings, but also getting a change of scenery, being in a social setting with others, which enables conversation and brings in old memories,

and being able take control and make choices. The training requires positive risk taking, within a safe environment, based on the national standards for cycle training. The Bikeability training and assessment demonstrates the skills development.

The programme is funded through special grants. The Alzheimer's Society has been generous. Social prescribing has provided a source, through GP referrals. It has close links with Wheels for All / Wheels for Wellbeing.

As well as obtaining grants to set this up in Oxford, it is necessary to build links with Wheels for All, who have appropriate adapted cycles. There is also a need to create marketing and a referral system, and build a trainer base of people who are Bikeability trained and have experience of working with people with cognitive impairment. Links with Breeze / British Cycling might be another opportunity.

The workshop provided evidence
"that exercise is good for the
brain and against dementia."

Bikeability Trust:
www.bikeabilitytrust.org
For Brian CIC:
www.forbrian.co
Bikeworks CIC:
www.bikeworks.org.uk

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Wheels for All – Oxford – inclusive cycling programme

Wheels for All (WFA) provides a wide range of adapted bikes for people with a variety of different needs to use at their regular sessions on Friday mornings in Oxford, away from traffic, on the Horspath Road Athletics ground.

To expand delegate's stereotypical image of a 2-wheel bicycle, the range of non-conventional cycles and adaptations that are available were described as well as the different types of people that can use them. They illustrated that, with the appropriate equipment, a very wide range of people with many different needs can enjoy the benefits of cycling. In many cases, the cycle was, in effect, the user's mobility aid. WFA also brought several adapted bikes with them, including a tricycle, a hand-cycle, a tandem and a side-by-side cycle, and many of the conference delegates enjoyed trying these out during the lunch break.

The importance of designing infrastructure, both routes and parking, to accommodate such non-standard bicycles was also discussed and reference made to an excellent Guide to Inclusive Cycling for planners and designers published by Wheels for Wellbeing (another inclusive cycling organisation). WFA emphasised the freedom, independence and enjoyment the adapted bicycles provide their users and the satisfaction and fulfilment their volunteers experience in helping participants use the bikes.

Having recently increased the frequency of sessions, Wheels for All – Oxford is inviting more participants to enjoy the benefits of cycling – anyone (age 16+ to 90+) who wants to try out different bikes or who wants to cycle in a safe and supportive environment. There are also lots of different roles for volunteers – all help, whether occasional or regular, is welcome. Come and join the fun!

Wheels for All – Oxford:
www.wfaoxford.org
Guide to Inclusive Cycling:
www.wheelsforwellbeing.org.uk/campaigning/guide/

Pushing cycling to the extreme – Maria Leijerstam's cycle journey to the South Pole

Maria Leijerstam gave an inspiring presentation on her record-breaking ride to the South Pole in 2013. The design decisions made by Inspired Cycle Engineering (ICE) in developing her three-wheeled Polar Cycle were fascinating – materials, weight, tyres and gearing all had to be matched to the temperature and terrain.

Maria's vivid descriptions of the 10 day 14 hour journey were enthralling, including how to cycle up a glacier, solo camp and get balanced nutrition from a bum bag stuffed with chocolate, pretzels, salty liquorice, nuts and even beef fat and biltong (also handy for treating squeaks from the cycle).

"The talk by [Maria Leijerstam] who biked to South Pole was entertaining."

For more on Maria's journey see:
<https://storymaps.arcgis.com/stories/10c4a1b302894b438074a9dcb1a42cd4>

"[I've got] inspiration from Maria Leijerstam as to what the human body can achieve with determination."



Photo 1: Maria Leijerstam and her Polar Cycle at the South Pole (2013)

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Getting cycles fit for use

The Big Bike Revival, 'Helping unlock the joy of cycling'

If you haven't ridden a bike for years or have never ridden one, it can be hard to get started. Cycling UK's Big Bike Revival aims to help; the programme is all about overcoming small barriers, supporting people to build cycling confidence and feel able to cycle more often. Guided by an evidenced based 'fix-learn-ride' model, people are encouraged to step back into cycling or to begin through free cycle checks, bike servicing, cycle maintenance workshops, cycle skills training, accompanied bike rides and social cycling activities.

Big Bike Revival is rolled out nationally by Cycling UK and funded by the Department of Transport. Since its inception in 2015 in England it has reached almost 200,000 people, fixed around 70,000 bikes and engaged nearly 50% non-regular cyclists. The programme focuses on reaching people who are in social need, live in economic deprivation, face a health challenge or lead inactive lives. The main objective, to get people back into cycling if they haven't cycled for many years or to discover cycling as a beginner, is achieved by offering tailored events. These are delivered locally by participating groups and are FREE at the point of access.

Susan Keywood from Cycling UK showcased the programmes

national benefits and impact whilst Kath Cochrane from Windrush Bike Project demonstrated how it is successfully implemented at local level in Witney. They ran an Events Planning Workshop that encouraged delegates to explore and organise an audience targeted event to inspire cycling in people that don't currently ride a bike in the Oxford area. In a mapping out exercise, delegates considered targeting a specific audience and carefully planned an event in terms of the elements of location, timings, resources, promotion, partnering, barriers and risks. In summary, this was experienced as positive insight into how to deliver successful events that encourage more people to take up cycling again or as beginner.

As a result of the event I have "written an Events Planning Guide for local groups".

For more information and how to get involved in Big Bike Revival please visit:

www.cyclinguk.org/bigbikerevival

For more information on the Windrush Bike Project please visit:

www.windrushbikeproject.uk

Electrically assisted e-bikes

We had two workshops about electrically assisted cycling.

cycle BOOM

Ben Spencer (Oxford Brookes University) introduced the cycle BOOM research project (www.cycleboom.org) which gave people 50 and over who were returning to cycling the chance to try riding an e-bike for eight weeks. He described the massive demand from people interested in taking part who were motivated by the structured programme including introductory training, the potential health and fitness benefits, the opportunity for rehabilitation after illness, the potential for social cycling and the general allure of the e-bike. Participants agreed to take part in before and after tests of cognitive function and self-reported health and then to ride for at least 3 x 30 minutes a week and keep a diary of their experience.

The diaries showed that the e-bikes were mainly used for recreation and away from roads. Participants often had social support and their confidence increased during the 8 weeks enabling them to make more functional journeys. People reported the enjoyment, and even thrill, of e-bike riding and

how the assistance helped them to cope with ailments such as problematic knees and hips. They also felt safer at junctions and on hills and covered greater distances, enabling them to discover and rediscover places, often when riding with others. Exercise was a key part of the experience with varied (and zero) assistance chosen to suit the journey and their own energy levels.

A comparison of the test results with pedal cyclists (and a control group of non-cyclists) showed a similar and sometimes larger effect for the e-bike group compared to pedal cyclists. Both pedal cycles and e-bikes enabled increased physical activity and engagement with the outdoor environment with e-bikes potentially providing greater benefits.

Ben explained that the overall cycle BOOM recommendations on enabling and encouraging cycling were presented in terms of the World Health Organisation's (WHO) eight Age Friendly City domains. See Figure 3 on next page.

Given the potential for e-bikes contributing to all the WHO Age Friendly Domains the workshop then broke up into groups to

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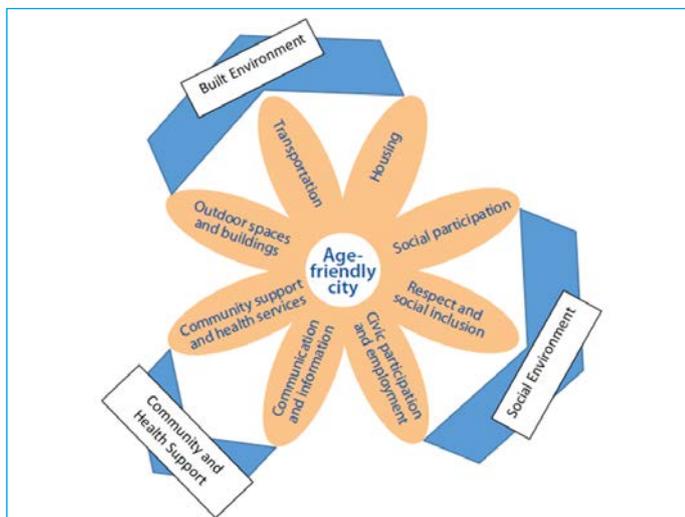


Figure 3: World Health Organisation's (WHO) eight Age Friendly City domains (2007)

start developing a manifesto specifically for encouraging and enabling e-biking in Oxfordshire. This generated a host of ideas including:

- Cycle tracks separate from traffic that would link communities around Oxford safely with the city centre – exploiting the additional range of e-bikes for commuting and leisure trips
- More charging points and safe storage for e-bikes in central and residential areas
- Providing and promoting park and e-ride bike hire
- Events to try out e-bikes
- Training and support for those new to e-biking
- Using key influencers to promote e-bikes.

“Hadn’t heard of CycleBoom before and, as a ‘traditional’ cyclist, had been a bit dismissive of the idea of electric bikes. The conference changed my attitudes. Loved the concept of the ‘electric smile’. Can see how battery backup gives older riders confidence to go further, go cycling with fitter friends or just get back on a bike.”

From theory to reality: how to actually get people onto electric bikes

Alistaire Kirkbride (CoMoUK) ran the session From theory to reality: how to actually get people onto electric bikes. This included evidence of who is attracted to e-bikes and the resulting benefits (including reference to cycle BOOM!). Alistair

explained that the evidence of benefits is compelling and increasingly comprehensive. E-bike share schemes have been described as a gateway drug to cycling and e-bike sales are booming. But total numbers in use in the UK are still small in the great scheme of things – and could be so much bigger.

With the knowledge of who uses e-bikes, for what purposes and the associated benefits, groups had the task of developing a strategy to get more people using them. In summary Alistair stated:

- People attracted to electric bikes are in two main groups – women and older people
- Benefits are seen as making it easier to cycle uphill, against the wind, with heavy loads (children, shopping) or for longer journeys
- There are also benefits for commuters who want to arrive unruffled, older age groups, people with physical limitations, tourists and last mile delivery of goods
- Reasons for choosing an e-bike (in order of priority) include – getting exercise, a more enjoyable journey, quicker journey time, convenience and cost.

He also explained how a new generation of electric bike users is emerging. In the Alps electric bikes are very popular, 82% of bikes in the Dolomite area are electric and most of the users were younger people.

Introducing Robertson’s theories of behaviour change and behavioural inertia and Caldini’s principles of persuasion Alistair then challenged the groups to use their knowledge of ebikes and behaviour change theory to create a campaign.

The ideas developed included a guided e-bike tour of Oxford starting from the Park and Ride, bus or train station and an event to encourage people to cycle to Summertown shops (North Oxford). The second of these evolved into a detailed plan for an event in November, demonstrating the effectiveness of the approach and the appetite for promoting e-biking.

The cycle BOOM project ran from 2013-16 led by Oxford Brookes and received the Royal Town Planning Institute (RTPI) research excellence award 2017:

www.cycleboom.org

More from the participants about their experience of (e) cycling:

www.cycleboom.org/video/

Age Friendly City Recommendations:

www.cycleboom.org/summary-report/

CoMoUK supports the development of shared transport modes such as car clubs, bike sharing, 2+ ride sharing, on demand buses and scooter sharing to enable mobility lifestyles which present an alternative to private car ownership. This is achieved through advocacy, research and development:

www.como.org.uk

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Enabling and Improving Wellbeing – Therapeutic “Virtual” Realities

There are some people who will never be able to get back on a conventional bike and who may be housebound but who used to cycle and would love to cycle again. Hugh Ward and Sir Muir Gray are working on a programme for those people who can't get out on the road to improve their wellbeing using static bikes in a virtual reality environment.

Just imagine an elderly person in a care home, with difficulty walking. They can pedal a static recumbent bike wearing a virtual reality headset that allows them to visit Berlin where their son is currently working and to cycle with him around the city. They get exercise, see the world and increase their social and family contacts. Their world will be greatly enriched, with more exercise and more social contact, which will improve their physical, mental and social wellbeing. They can also visit their favourite childhood haunts, or places that they have never visited – opening up travel opportunities that they would never have imagined being able to experience.

Sir Muir Gray and Hugh Ward see the huge opportunities of virtual reality cycling. The technology is there to enable this to happen. They are working with ICE Trikes who have created a static recumbent cycle, linked to a virtual reality headset. Happy Finish is working on the machine learning



Photo 2: Maria Leijerstam riding through a Therapeutic Reality during Like Riding a Bike conference

technology which is now sufficiently advanced to create a VR environment. The potential to improve physical ability, prevent dementia and reduce the need for social care is enormous.

ICE Trikes website:

www.icetrikes.co

Happy Finish website:

www.happyfinish.com

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How can environments for cycling be improved?

Participants went on a 'cycle safari' to the proposed Florence Park Mini-Holland neighbourhood in East Oxford. Here they discussed potential street design elements of liveable neighbourhoods for ages 9 to 90. The group was greeted by local residents and members of Oxfordshire Liveable Streets (OLS) and looked at road junctions and areas where change was being proposed to deliver a low traffic neighbourhood. Participants discussed a report created by OLS looking at solutions including modal filters (preventing motorised vehicles moving through), gateway junctions and public realm enhancements (such as pocket parks and planters), each ranked by low cost, medium cost and high cost options.

As a result of the event "I am taking round a petition for a low traffic neighbourhood for Florence Park."

A parallel workshop looked in more detail at the Mini-Holland initiative in Waltham Forest, London which reduced through traffic and increased walking and cycling through changes to street design. Residential street junctions into larger roads

have been narrowed, making it much easier for people to negotiate on foot and with a pram, scooter, wheelchair or cycle. Planting, mini-parklets, seating and on-street cycle parking had been introduced. The net effect of these changes is to create a welcoming and healthy environment for people - an environment where people feel safe to leave the car at home.

The workshop concluded with action planning for developing Mini-Holland schemes with advice to maximise local support, identify champions, stress the benefits, defend the proposals and be determined and brave!

This text is adapted from Co-CAFE blogs by Scott Urban and Tom Shopland:

www.co-cafe.org/blog

Oxfordshire Liveable Streets is an advocacy organisation committed to improving the lives of Oxfordshire residents through innovations in neighbourhood design, street and highway layout, and transport infrastructure:

www.oxlivsts.org.uk

Details of the Mini-Holland initiative in Waltham Forest, London are here:

www.enjoywalthamforest.co.uk/about-mini-holland/

What do organisations and individuals need to do?

The need for collaborative working between organisations to enable positive ageing through cycling was emphasised by speakers.

Oxford County Council and Oxford City Council

- Recognize and exploit the potential of cycling to address public health issues in the mainstream at the political level and in terms of transport project funding.
- Develop and fund a high quality county-wide network with intra- and inter-urban routes for commuting and leisure based on detailed consultation. Capitalising on Right of Way Improvement plans to create cycle friendly routes including links from residential areas to local amenities, green spaces and blue corridors.
- Recognise the game-changing nature of e-bikes in transport planning.
- Provide high quality, secure cycle storage at Park and Ride facilities and traffic-free routes from outlying settlements into central Oxford and from the train station to the city centre.
- Promote the WHO's Age Friendly Cities approach to developing the environment and services for people of all ages including principles of universal design.
- Ensure cycling by children and younger people are supported through School Street road closures around schools and Bikeability training.
- Make sure cycle tracks are large enough for trikes and side-by-side social cycling – 1.8m minimum
- Establish an active and sustainable transport team to include bus, cycling and walking and investigate how bus/cycle/walking multimode journeys can be improved.
- Support the implementation of Mini-Hollands in Oxfordshire at the neighbourhood level including low speed zones.
- Reduce cycle theft through better quality cycle parking and on street storage, suitable for the wide range of cycle types, throughout the city.

The NHS

- Recognise the benefits of cycling beyond physical activity in terms of social contact, stress reduction, time alone, sense of achievement, independence and control.
- As part of the social prescribing initiative the NHS could promote an activity therapy service which includes access to cycling courses. Yorkshire has trialled a Cycling-on-Prescription prescribing activity to anyone with a long-term condition. The scheme allows health professionals to offer those with long-term conditions 12 weeks of cycle training. This needs to be rolled out in

Oxfordshire.

Age UK Oxfordshire

- Help develop Oxfordshire as an active ageing, cycling centre of national repute.
- Include cycling and e-biking in provision of Generation Games activities.
- Lobby locally and nationally for the importance of cycling and active travel in healthy ageing from middle age onwards.
- Recognise and promote the potential of cycling as part of driving cessation advice and support.

Chilterns AONB

- Encourage less confident cyclists to connect with the landscape of the Chilterns using bikes.
- Work with local Transport Authority and landowners to improve links between settlements and the AONB so people can get there by bike.

Employers

- Provide support and encouragement for cyclists (including e-bikers) of all ages such as the Cycle to Work scheme, bike try-outs, Bikeability training, 'Dr Bike' cycle maintenance service, secure storage, lockers and showers, lunch discounts for hungry riders etc.
- Enable workers flexibility in work patterns to enable cycling outside the rush hour and to fit in with caring responsibilities.
- Include the health, wellbeing and money-saving potential of cycling and e-biking integrated in everyday working life – and in retirement planning.

Academics

- Develop and evaluating VR cycling.
- Better understanding of what works to increase and sustain cycling levels in mid and later life.
- Support Local Authorities and employers in evaluating the impact of projects promoting cycling.

Individuals

- Champion the use of cycles and e-bikes – set an example of how easy, enjoyable and healthy it can be.
- Support people starting cycling by being a buddy. Help maintain the national cycle network. Remember volunteering is good for you too!
- Respond to city and district council, county council and national consultations relating to planning and transport.

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More information about cycling in Oxfordshire

Bikeability is Department for Transport supported training for adults and children. For information on training schemes in Oxfordshire try www.bikeability.org.uk/find-a-course.

The Broken Spoke has workshops, mechanics courses and provides cycle training: www.bscoop.org.

The Chilterns Area of Outstanding Natural Beauty encourages cycling and has the Chilterns Cycleway: www.chilternsaonb.org/cycleway.html.

The **cycle BOOM** website has a research summary, recommendations and videos of people's experience cycling www.cycleboom.org. The follow-on project Co-Creating Age Friendly Environments for Walking and Cycling in and around Oxford (Co-CAFE) works with a wide range of local stakeholders in Oxford city and surrounding areas to co-create more harmonious environments for walking and cycling for all ages and abilities: www.co-cafe.org.

Cycle Streets is a specialist website for finding cycling routes: www.cyclestreets.net.

Cycling UK has huge amounts of useful information on groups and projects including the Big Bike Revival: www.cyclinguk.org/bigbikerevival and their guide to Oxfordshire: www.cyclinguk.org/cycle/cycling-oxfordshire.

Cyclox is the cycling campaign group for Oxford. Their website has a wealth of information about cycling in and around Oxford including: www.cyclox.org.

The 'M check' is a simple way to make sure your bike is safe to ride: www.sustrans.org.uk/our-blog/get-active/2019/everyday-walking-and-cycling/the-m-check-for-your-bike-in-11-steps.

Oxfordshire Liveable Streets is an advocacy organisation committed to improving the lives of Oxfordshire residents through innovations in neighbourhood design, street and highway layout, and transport infrastructure: www.oxlivsts.org.uk.

Sustrans, a charity supporting walking and cycling, manages the 16,000 mile National Cycle Network: www.sustrans.org.uk/national-cycle-network and also has much information about cycling and volunteering opportunities.

Wheels for All provides a safe opportunity for everyone aged 16+ to enjoy cycling at Horspath Athletics Track, Oxford: www.cycling.org.uk/locations/oxfordshire-wheels-for-all.

Testimonials

According to participants, the event ...

- ... provided "better understanding of other organisations active in the area and the different facets of cycle campaigning and action"
- ... provided a brilliant opportunity for "meeting kindred people!" and "being exposed to such a wide range of technologies, initiatives and like-minded individuals"
- ... explained "the opportunities to create a better cycling environment" and "the sorts of community and household infrastructure that can make people choose to ride over driving"
- ... illustrated "the need for older cyclists to stay active" and "the many types of different bikes available"
- ... furthered participants' "understanding of the range of all ability bikes available, the health benefits of regular exercise for older people and the Florence Park proposals"

As a result of the event participants ...

- ... cycled more
- ... discovered a cycling navigation app
- ... "smiled!"
- ... "utilised the contacts made and tried to emulate good practise"
- ... "been more in touch with [a] local bike hub"
- ... joined Cyclox and / or attended their events
- ... "read Maria's and Muir's book"

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Who participated?

Speakers:

Craig Simmons (Lord Mayor of Oxford)
Anneliese Dodds (MP Oxford East)
Sir Muir Gray
Maria Leijerstam
Hugh Ward

Panel members:

Sir Muir Gray
Penny Thewlis (Age UK)
Annette Venters (Chilterns AONB)
Suzanne Bartington (County Councillor Witney North & East & Oxfordshire County Council Cycling Champion)
Pat Kennedy (Oxford City Councillor for Lye Valley & Older Peoples' Champion)

Workshop leads:

Kath Cochrane (Windrush Bike Project)
David Dansky (Bikeability Trust, Bikeworks CIC)
Lesley Easter (Cycling UK)
Kevin Hickman (Wheels for Wellbeing)
Susan Keywood (Cycling UK)
Alistair Kirkbride (CoMoUK)
Clare Morris (For Brian CIC)
Tom Shopland (Oxford Brookes University)
Ben Spencer (Oxford Brookes University)
Steve Unwin (Wheels for All, Cyclox)
Scott Urban (Oxfordshire Liveable Streets)
Hugh Ward (Rezolutionz)
Danny Yee (Oxfordshire Liveable Streets)

Display stalls and bike demos:

Age UK
Bainton Bikes
British Cycling Breeze
Chilterns AONB
Cycle BOOM
Cycling UK
Cycling Without Age
Cyclox
Happy Finish
ICE Integrated Cycle Engineering
Oxfordshire Liveable Streets
Positive Spin
Trail Unknown
Wheels for All

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